

Rep Order# 6842284
Ver# 1
Status New
EC'd Yes

Traffic Order#

Printed: 08/16/2012 12:37 PM
Last Received: 08/16/2012 10:55 AM
Showing Buylines: All Lines

1 of 3

Station WAVY-TV NORFOLK, VA.
Advertiser () AMFOR PROSPERITY
Product AMER. FOR PROSPERITY
Estimate# 305
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //305
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --
 CLIENT: AMERICANS FOR PROSPERITY SC=*

-- REMARKS --
 THIS IS A NEW ISSUE ORDER
 CONTRACT TOTAL IS \$24,800
 PLS CONFIRM ASAP
 THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	7A-9A		:30	\$1,800.00	08/28-08/31	3	1	3	\$5,400.00	
				Buyline Comment: TODAY SHOW								
	2	TU-F	6P-630P		:30	\$1,800.00	08/28-08/31	2	1	2	\$3,600.00	
				Buyline Comment: 6PM NEWS								
	3	TU-F	11P-1135P		:30	\$1,800.00	08/28-08/31	2	1	2	\$3,600.00	
				Buyline Comment: LATE NEWS								
	4	TU-F	1135P-1235A		:30	\$400.00	08/28-08/31	4	1	4	\$1,600.00	
				Buyline Comment: TONIGHT SHOW								
	5	F	10P-11P		:30	\$1,200.00	08/31-08/31	1	1	1	\$1,200.00	
				Buyline Comment: DATELINE								
	6	SA	6A-7A		:30	\$400.00	09/01-09/01	1	1	1	\$400.00	
				Buyline Comment: SATURDAY EARLY AM NEWS								
	7	SA	6P-630P		:30	\$500.00	09/01-09/01	1	1	1	\$500.00	
				Buyline Comment: SATURDAY 6PM NEWS								

EC'd Yes Last Received: 08/16/2012 10:55 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () MENTZER MEDIA Rep Firm) PHILADELPHIA
Advertiser () AM.FOR PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office ()
Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 305 Agency C/P1/P2/E //305 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KOHLBAUER Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	8	SU	6A-7A		:30	\$400.00	09/02-09/02	1	1	1	\$400.00	
Buyline Comment: SUNDAY EARLY AM NEWS												
	9	SU	7A-8A		:30	\$800.00	09/02-09/02	1	1	1	\$800.00	
Buyline Comment: SUNDAY AM NEWS												
	10	SU	9A-10A		:30	\$1,500.00	09/02-09/02	1	1	1	\$1,500.00	
Buyline Comment: MEET THE PRESS												
	11	M	7A-9A		:30	\$1,800.00	09/03-09/03	1	1	1	\$1,800.00	
Buyline Comment: TODAY SHOW												
	12	M	6P-630P		:30	\$1,800.00	09/03-09/03	1	1	1	\$1,800.00	
Buyline Comment: 6PM NEWS												
	13	M	11P-1135P		:30	\$1,800.00	09/03-09/03	1	1	1	\$1,800.00	
Buyline Comment: LATE NEWS												
	14	M	1135P-1235A		:30	\$400.00	09/03-09/03	1	1	1	\$400.00	
Buyline Comment: TONIGHT SHOW												

--REPORT TOTALS--

Report Totals: 21 / \$24,800.00

--SALES MONTHLY TOTALS--

Sep 12: 21 / \$24,800.00
Sales Totals: 21 / \$24,800.00
Station Totals: 21 / \$24,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

EC'd Yes Last Received: 08/16/2012 10:55 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AM.FOR PROSPERITY
Product AMER. FOR PROSPERITY
Estimate# 305
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //305
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--COMPETITIVE--

Market Totals	\$70,857	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA50+

-- CREDIT RISK --

CASH IN ADVANCE